AMENDMENTS TO THE CLAIMS

1.   (Previously Presented) A method for presenting graphic and other information in a toolbar area of a browser, the method comprising:

providing a plug-in for installation in a browser, the plug-in comprising programming instructions for:

displaying a user-selectable button in the toolbar area of the browser;

wherein the user-selectable button includes at least one of graphic information and a text label, the user-selectable button for directing a user to at least one web site corresponding to the text label; and

updating the graphic information and the text label dynamically based on a web site that is being accessed via the browser.

2.   (Canceled)

3.   (Previously Presented) The method of claim 1, the graphic information including text information.

4.   (Previously Presented) The method of claim 1, the graphic information corresponding to content of the web site that is being accessed by the browser.

5.   (Previously Presented) The method of claim 1, wherein a selection of the button results in a presentation of links to at least one web site related to the text label.

6.　(Previously Presented)　The method of claim 1, wherein a selection of the button results in the browser being directed to a web site having content related to the text label of the button.

7.　(Previously Presented)　The method of claim 1, the graphic information including an advertisement.

8.　(Previously Presented)　The method of claim 1, further comprising:

updating the text label based on an additional factor, other than the web site being accessed via the browser.

9.　(Previously Presented)　The method of claim 8, the additional factor comprising an attribute of a user of the browser.

10.　(Previously Presented)　The method of claim 1, said updating further comprising updating an appearance of the button based on the web site being accessed by the browser.

11.　(Previously Presented)　A method for dynamically updating an attribute of a browser via a plug-in, the method comprising:

providing graphic information in a toolbar area of a browser; and

updating the graphic information dynamically based on a web site that is being accessed via the browser.

12.   (Previously Presented) The method of claim 11, the graphic information further comprising a user-selectable button that includes a text label, the button for directing a user to at least one web site corresponding to the text label.

13.   (Previously Presented) The method of claim 12, wherein the text label is updated based on the web site that is being accessed via the browser.

14.   (Previously Presented) The method of claim 11, the graphic information including text information.

15.   (Previously Presented) The method of claim 11, the graphic information corresponding to content of the web site that is being accessed by the browser.

16.   (Previously Presented) The method of claim 11, further comprising:

updating the text label based on an additional factor, other than the web site being accessed via the browser.

17-21. (Canceled)

22.   (Previously Presented) A system for providing on-demand addition of graphic and other information to a toolbar area of a browser, the system comprising:

a processor; and

a memory in communication with the processor and arranged for storing a plug-in for a web browser, the plug-in containing processing instructions that, when executed, direct the processor to display a user-selectable button in the toolbar area of the web browser, and to update the displayed user-selectable button dynamically based on a web

site that is being accessed via the browser, wherein the user-selectable button includes at least one of a text label and the graphic information.

23-33. (Canceled)

34.   (New) A system for presenting graphic and other information in a toolbar area of a browser, the system comprising:

    a plug-in for installation in a browser, the plug-in comprising:

        means for displaying a user-selectable button in the toolbar area of the browser;

        wherein the user-selectable button includes at least one of graphic information and a text label, the user-selectable button for directing a user to at least one web site corresponding to the text label; and

        means for updating the graphic information and the text label dynamically based on a web site that is being accessed via the browser.

35.   (New) The system of claim 34, the graphic information including text information.

36.   (New) The system of claim 34, the graphic information corresponding to content of the web site that is being accessed by the browser.

37.   (New) The system of claim 34, wherein a selection of the button results in a presentation of links to at least one web site related to the text label.

38.   (New) The system of claim 34, wherein a selection of the button results in the browser being directed to a web site having content related to the text label of the button.

39.   (New) The system of claim 34, the graphic information including an advertisement.

40.   (New) The system of claim 34, further comprising:

means for updating the text label based on an additional factor, other than the web

site being accessed via the browser.

41.   (New) The system of claim 40, the additional factor comprising an attribute of a

user of the browser.

42.   (New) The system of claim 34, the updating further comprising means for updating

an appearance of the button based on the web site being accessed by the browser.

43.   (New) A system for dynamically updating an attribute of a browser via a plug-in,

the system comprising:

means for providing graphic information in a toolbar area of a browser; and

means for updating the graphic information dynamically based on a web site that is

being accessed via the browser.

44.   (New) The system of claim 43, the graphic information further comprising a user-

selectable button that includes a text label, the button for directing a user to at least one

web site corresponding to the text label.

45.   (New) The system of claim 43, wherein the text label is updated based on the web

site that is being accessed via the browser.

46.   (New) The system of claim 43, the graphic information including text information.

47.   (New) The system of claim 43, the graphic information corresponding to content of the web site that is being accessed by the browser.

48.   (New) The system of claim 43, further comprising:

means for updating the text label based on an additional factor, other than the web site being accessed via the browser.